

IN THE CLAIMS:

Claim 1 (Currently Amended): A gamma reference voltage generating circuit in a liquid crystal display, comprising:

a first gamma power unit ~~formed of a first power voltage and~~ outputting a first gamma voltage ~~for driving the liquid crystal display in~~ a reflective driving mode ~~of the liquid crystal display;~~

a second gamma power unit ~~formed of a second power voltage and~~ outputting a second gamma voltage ~~for driving the liquid crystal display in~~ a transmissive driving mode ~~of the liquid crystal display;~~ and

a switching unit selecting one of the first gamma voltage of the first gamma power unit and the second gamma voltage of the second gamma power unit, and outputting the selected gamma voltage to a source driving circuit,

wherein the switching unit is synchronized with a backlight source of the liquid crystal display.

Claim 2 (Canceled).

Claim 3 (Canceled).

Claim 4 (Canceled).

Claim 5 (Original): The circuit according to claim 1, further comprising a buffer buffering the selected voltage output from the switching unit, and outputting a buffered voltage to the source driving circuit.

Claim 6 (Original): A gamma reference voltage generating circuit in a liquid crystal display, comprising:

- a DC/DC converter generating a first power V_{DD1} and a second power V_{DD2} for one of a reflective driving mode and a transmissive driving mode;

- a switching unit selecting and outputting one of the first power and the second power;

- a first gamma power unit inputting the first power from the switching unit and outputting a first gamma power;

- a second gamma power unit inputting the second power from the switching unit and outputting a second gamma power;

- a first common power unit inputting the first power from the switching unit and outputting a first common voltage; and

- a second common power unit inputting the second power from the switching unit and outputting a second common voltage.

Claim 7 (Canceled).

Claim 8 (Original): The circuit according to claim 6, further comprising a buffer buffering the first and second gamma voltages output from the first and second gamma power units, and applying the buffered voltage to a source driving circuit.

Claim 9 (Currently Amended): A liquid crystal display device, comprising:

- a liquid crystal display panel;

- a source driving circuit connected to the liquid crystal display panel;

- a gate driving circuit connected to the liquid crystal display panel;

- a switching unit selecting one of a first voltage and a second voltage output from a power converter;

- a first output unit receiving the first voltage and producing a first gamma voltage during a reflective driving mode of the liquid crystal display panel;

- a second output unit receiving the second voltage and producing a second gamma voltage during a transmissive driving mode of the liquid crystal display panel; and

- a buffer buffering one of the first and second gamma voltages output from the first and second output units, and outputting a buffered ~~outputting the selected~~ voltage to the source driving circuit.

Claim 10 (Canceled).

Claim 11 (Canceled).

Claim 12 (Previously Presented): The circuit according to claim 9, wherein the second voltage is different from the first voltage.

Claim 13 (Canceled).

Claim 14 (Previously Presented): A method for generating a reference voltage for digital/analog conversion in a source driving circuit of a liquid crystal display device, comprising the steps of:

- selecting one of first and second voltages from a power converter;

- providing the first voltage received from a the power converter to a first power unit during a reflective driving mode of the liquid crystal display device to generate a first gamma voltage;

- providing the second voltage received from the power converter to a second power unit during a transmissive driving mode of the liquid crystal display to generate a second gamma voltage; and

- providing one of the first gamma voltage and the second gamma voltage to the source driving circuit.

Claim 15 (Canceled).

Claim 16 (Currently Amended): The circuit according to claim 14, wherein the second voltage is different from the first voltage.

Claim 17 (Previously Presented): The circuit according to claim 14, further comprising buffering one of the first and second gamma voltages, and outputting a buffered voltage to the source driving circuit.